**Company Research Assignment**

Name and date submitted:

Choose one (1) company from the following list:

* Apple, Facebook, Google
* Costco, Target, Walmart
* Tesla, Boeing, Ford, General Motors
* Twitter, Instagram, Pinterest
* FedEx
* Amazon.com
* McDonalds, Dunkin Donuts, Starbucks, 7-Eleven, Jack in the Box, KFC, Chick-fil-A, Cold Stone Creamery
* Exxon Mobile
* Whole Food Markets

Do Internet research and respond to the following questions. Give complete answers. Take your time thinking about the questions; set aside at least ~3 hours to properly research and analyze the questions. There are 25 questions, average 4 points per question, I will give partial credit for partial answers.

Use the Internet: use search terms like, “core values of company-X” or “history of company-X”

Use financial websites to obtain their Sales Revenue, Net Profit, and Stock Price, etc

1. Who is the founder(s)?
2. When was it founded?
3. What motivated the original founder to start the business? What was the original idea or motivation?
4. What was new or unique about it?
5. What qualities made the founder a successful entrepreneur?
6. Where is their headquarters located?
7. Who is the current CEO? What is their background? Find some information about the CEO.
8. Product: What products or services do they offer today?
9. Price: What is their pricing strategy? (premium? low-cost leader? low/high volume? ??? Explain!)
10. Value proposition: What problems do their products solve for customers?
11. Staffing: How many employees in total?
12. Corporate culture: What are their core values?
13. Marketing: What is their growth strategy? (you can find this with a little research!)
14. Promotion: How do they advertise their products?
15. Product positioning: What group(s) are they targeting with advertising?
16. Sales: How do they sell their products? Explain the nuts and bolts
17. Cost of goods sold: Try to list their major costs of doing business. (think about what it takes to operate their business)
18. Intangibles: Do they have secret formulas, patents, or trademarks? Explain. Research!
19. What do you think are their fixed expenses? Think about their business…
20. Hiring: Research and explain their hiring/recruiting process. You can almost certainly find this online if you search for it.
21. Management style: Research and explain their management philosophy. Again, search diligently and you will find something on this.
22. Income statement: What was their Sales Revenue for 2019? (search “2019 sales revenue company-X”)
23. Income statement: What was their Net Profit for 2019? (search in the same way)
24. Finance: What is their stock symbol?
25. Valuation: What is their current stock price, per share?